

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

**Stephen A. Ewald**

Confirmation No.: **6111**

Application No.: **10/672,133**

Group Art Unit: **3625**

Filing Date: **September 23, 2003**

Examiner: **Mark A. Fadok**

For: **System and Method For Purchasing Linked With Broadcast Media**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

REPLY PURSUANT TO 37 CFR § 1.111

In response to the Official Action dated **August 23, 2007**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- ☐ **Amendments to the Specification** begin on page            of this paper.
- ☒ **Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- ☐ **Amendments to the Drawings** begin on page            of this paper and include an attached replacement sheet.
- ☒ **Remarks** begin on page 5 of this paper.